
Appendix **B** *Survey Results*

The Southwest Downtown Plan evolved in consultation with area residents, employees and property owners in all phases of its development. An open house was held in November 2002 to introduce the planning process, assess neighborhood concerns and answer questions about new development already in progress (particularly the Municipal Office Complex). In February 2003 a survey was distributed to neighborhood stakeholders (property owners, residents, business owners and tenants) to assess their concerns and identify topics for discussion in neighborhood workshops. Eleven of these workshops were held over fifteen months, where these concerns were discussed and options for addressing them evaluated. Finally, comments from stakeholders and the general public will be solicited in public hearings before the Planning & Zoning Commission and City Council as part of the Plan's adoption process.

Survey

The Southwest Downtown Survey was distributed to stakeholders in February 2003 in order to assess concerns about the Plan Area and the issues that should be addressed in the public workshops. Questions #1 ("what three things do you like best about the southwest downtown area?") and #2 ("what are the three most important challenges facing the area?") were open-response questions without prompts. Responses were grouped by topic for analysis. Question #3 gave a list of potential discussion topics with check boxes, with instructions to check as many as the respondent wished. Findings are summarized on the following pages. A complete copy of the Survey is provided on pages B-5 to B-6.

Southwest Downtown Survey Analysis

Surveys distributed = 111; surveys returned = 24

Response rate = 22%

#1 What three things do you like best about the southwest downtown area? all respondents

appearance	54%
other places/services are conveniently nearby	29%
quiet/secluded	21%
location (unspecified)	21%
trees/greenery	17%
community/people/neighbors	13%
easily accessible to outside area	13%
balance of commercial uses	8%
not much traffic in area	8%
upscale the area; improve income potential of properties	4%
area has gotten too expensive	4%
residential/commercial mix	4%
more commercial development	4%
character (unspecified)	4%
connections between the Plan Area and the rest of downtown	4%
attract customers	4%
parking (unspecified)	4%
traffic (unspecified)	4%
other – likes (not related to scope of Southwest Downtown Plan)	13%

#2 What are the three most important challenges for the southwest downtown area? all respondents

parking (unspecified)	64%
traffic (unspecified)	50%
street/streetscape design/improvements	14%
street/alley maintenance	14%
more residential/too much commercial	14%
area has gotten too expensive	9%
residential – commercial mix	9%
appearance	9%
trees/greenery	9%
drainage/flooding problems	9%
attract customers	9%
vandalism	9%
upscale the area	5%
balance of different commercial uses	5%
infrastructure is old/outdated	5%
infrastructure is ugly	5%
city parking is intruding on businesses	5%
lack of sidewalks	5%
specific traffic problem	5%
other challenges (not related to scope of Southwest Downtown Plan)	23%

#3 What issues would you like to discuss in a planning workshop? all respondents

parking	71%
traffic	63%
conversion of houses to businesses	54%
community appearance	50%
large tree preservation	46%
historic preservation	42%
drainage	38%
city hall/new project construction	38%
sidewalks	33%
zoning	29%
changes in neighborhood character/identity	29%
parks	25%
crime	21%
housing opportunities	17%
other	17%

#3 “Other” (write-in) issues to discuss in a planning workshop (as reported in survey responses):

- “Pedestrian connectivity to East Downtown terminology suggests that the SW district is separate and apart from the E. Main St. downtown area. Easy access to all downtown areas; idea of creating a mini-central park/central to E & W Main St.”
- “I am very concerned over the proposed 8' to 10' fill grading of the new city hall complex property and potential for creating flooding and unsightliness to my neighborhood.”
- “How large trucks are going to be able to access alley. Currently they pull forward into TxU Duplex parking lot & back into alley to unload rolls of newsprint. Cannot access alley from Mays due to trees & utility lines. With plans to relocate fire station only current option used will be eliminated, unless new option can be determined.”
- “Streets”

Demographic Section:

About the respondents:	all respondents
live in the area	17%
own property in the area	71%
operate business in the area	75%
# persons employed in area	103
have owned a business or property or lived in the area less than 10 years	70%

Demographic variation in response to #3 (“what issues would you like to discuss in a public planning workshop?”):

item	residents	property owners	business owners
traffic	50%	59%	72%
parking	75%	76%	78%
sidewalks	50%	41%	28%
drainage/flooding problems	75%	41%	28%
historic preservation	50%	35%	39%
large tree preservation	100%	41%	39%
community appearance	75%	53%	50%
zoning	25%	24%	22%
conversion of houses to businesses	25%	53%	56%
changes in neighborhood character & identity	25%	29%	33%
housing opportunities	50%	18%	6%
city hall/new project construction	50%	35%	33%
crime/vandalism/loitering	0%	29%	28%
parks & open space	25%	12%	28%

item	how long have you lived, worked or owned property in the area?			
	0-4 yrs	5-9 yrs	10-14 yrs	15+ yrs
traffic	56%	71%	100%	25%
parking	44%	100%	100%	50%
sidewalks	33%	14%	33%	50%
drainage/flooding problems	33%	29%	33%	50%
historic preservation	44%	29%	0%	75%
large tree preservation	44%	14%	67%	75%
community appearance	67%	29%	67%	25%
zoning	44%	14%	0%	50%
conversion of houses to businesses	67%	57%	33%	50%
changes in neighborhood character & identity	56%	14%	0%	0%
housing opportunities	11%	0%	0%	50%
city hall/new project construction	44%	29%	33%	50%
crime/vandalism/loitering	11%	14%	67%	25%
parks & open space	56%	0%	0%	25%

Southwest Downtown Survey *Sondeo - Centro de la Ciudad/Suroeste*

This survey will be used to determine topics for upcoming public workshops. Please return the survey in the reply envelope by January 31, 2003. *Este sondeo será utilizado para determinar los temas para talleres públicos en el futuro próximo. Favor devuelva el sondeo en el sobre adjunto en o antes del 31 de enero de 2003.*

1. What three things do you like best about the southwest downtown area?
¿Qué tres cosas le gustan más sobre el área del suroeste del centro de la ciudad?

2. What do you think are the three most important challenges facing the area?
¿Cuáles son en su opinión los tres desafíos más importantes que enfrenta esta área?

3. Please check the key items you would like to discuss in a public planning workshop:
Favor marque los temas más importantes que le interesaría discutir en un taller de planificación público:
 - ☐ traffic (*tránsito*)
 - ☐ parking (*estacionamiento*)
 - ☐ sidewalks (*aceras*)
 - ☐ drainage/flooding problems (*drenaje/problemas de inundaciones*)
 - ☐ historic preservation (*preservación histórica*)
 - ☐ large tree preservation (*preservación de árboles grandes*)
 - ☐ community appearance (*apariencia de la comunidad*)
 - ☐ zoning (*zonificación*)
 - ☐ conversion of houses to businesses (*conversión de casas a negocios*)
 - ☐ changes in neighborhood character & identity (*cambios en el carácter e identidad del vecindario*)
 - ☐ housing opportunities (*oportunidades de vivienda*)
 - ☐ city hall/new project construction (*ayuntamiento municipal/nuevo proyecto de construcción*)
 - ☐ crime/vandalism/loitering (*crimen/vandalismo/merodear*)
 - ☐ parks & open space (*parques y espacios abiertos*)
 - ☐ other: (*otros:*) _____

(OVER / ATRÁS)

Please tell us about yourself. These questions are optional, but may help identify funding sources.
Favor cuéntenos acerca de usted. Estas preguntas son opcionales, pero pudieran a ayudarnos a identificar fuentes de financiamiento.

4. In this area, do you (check all that apply):
En esta área, usted (marque todas las que correspondan):
☐ live in the area (*vive en el area*) ☐ own property (*es dueño de propiedad*)
☐ operate a business (*opera un negocio*) ☐ other (*otro*): _____
5. How long have you owned a business or property, or lived in the area?
¿Cuánto tiempo ha sido dueño de negocio o propiedad, o vivido en el área?
☐ 0 – 4 years (*años*) ☐ 5 – 9 years (*años*) ☐ 10 – 14 years (*años*) ☐ 15 + years (*años*)
6. What is your ethnic background? (check all that apply)
¿Cuál es su origen étnico (marque todas las que correspondan)
☐ African-American (*afro-americano*) ☐ Anglo/Caucasian (*anglosajón/blanco*)
☐ Asian-American (*asiático-americano*) ☐ Hispanic/Latino (*hispano/latino*)
☐ Native American (*indio americano*) ☐ Pacific Islander (*islas del pacífico*)
☐ multi-ethnic (*multi-étnico*) ☐ other (*otro*): _____
- Residents: (*Residentes*):**
7. Do you own or rent your home?
¿Es propietario de casa o alquila la misma?
☐ own (*propietario*) ☐ rent (*alquilado*)
8. How many persons in your household (including yourself) are:
¿Cuántas personas en su hogar (incluyéndolo a usted) tienen:
 under 18 years _____ 18-54 years _____ 55-64 years _____ 65 + years _____
menos de 18 años _____ entre 18-54 años _____ entre 55-64 años _____ más de 65 años _____
9. What is your approximate gross (all sources before taxes) annual household income?
¿Aproximadamente cuál es el ingreso bruto anual (de toda fuente, antes de los impuestos) de su familia?
☐ \$0 - \$25,000 ☐ \$26,000 - \$50,000 ☐ \$50,000 - \$75,000 ☐ \$75,000 +

Business and Non-resident Property Owners (*Propietarios de negocios y no residentes*):

12. If you own property, how is it used?
Si es dueño de propiedad, ¿cómo la utiliza?
☐ residential (including rental property) / *residencial (incluyendo propiedad alquilada)*
☐ retail (shop, restaurant) / *detallista (tienda, restaurante)*
☐ office (*oficina*) ☐ vacant land (*terreno vacante*)
☐ other (*otro*): _____
13. If you own a business, how many employees do you have? _____
Si es propietario de negocio, ¿cuántos empleados tiene? _____
14. If you own a business, do you own or rent the building?
Si es propietario de negocio, ¿es propietario también de su edificio o lo alquila?
☐ own (*propietario*) ☐ rent (*alquilado*)

Thank you for your time and input. We will keep you informed of future workshop dates by mail.
Le agradecemos su tiempo y contribución. Le mantendremos al tanto de las fechas de talleres futuros por correo.